

What is claimed is:

1. A signage retrofit fit kit for a vending machine, comprising:

5 a sign having a front side visible by a customer of the vending machine and a rear side facing the vending machine, the sign being attachable to a front portion of the vending machine and having at least one window portion through which an item located on the rear side of the sign can be viewed from the front side of the sign, the window portion being spaced apart from a product identification window of a selection panel of the vending machine and having a size greater than a size of the selection panel product  
10 identification window; and

a holder constructed and arranged to be positioned on the rear side of the sign, the holder also constructed and arranged to hold a remote product identifier such that the remote product identifier is viewable from the front side through the window portion of the sign, the remote product identifier also having a size greater than the size of the  
15 selection panel product identification window.

2. The signage retrofit kit of claim 1, wherein the holder comprises:

a backing plate attachable to the rear side of the sign, the remote product identifier being positionable between the sign and the backing plate.  
20 a spacing member and further comprising

3. The signage retrofit kit of claim 2, wherein the holder further comprises:

a spacing member positionable between the rear side of the sign and the backing plate to space the backing plate away from the rear side and provide a channel for retaining the remote product identifier.

5     4.     The signage retrofit kit of claim 3, wherein the spacing member is generally u-shaped.

5.     The signage retrofit kit of claim 4, wherein the backing plate and spacing member are attached to the rear side of the sign with adhesive.

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6.     The signage retrofit kit of claim 5, wherein the spacing member is constructed of foam and is adhesively coated on both sides to attach to both the rear side of the sign and to the backing plate.

15     7.     The signage retrofit kit of claim 1, wherein the sign includes a plurality of window portions and the holder is in the form of a lattice having a plurality of openings and attachable to the rear side of the sign so that the plurality of openings align with the plurality of window portions.

20     8.     The signage retrofit kit of claim 1, wherein the number of window portions is equal to the number of product selection buttons of the vending machine and a remote product identifier associated with each window portion is identified with one of the product selection buttons.

9. The signage retrofit kit of claim 8, wherein a graphic identifier is associated with each window portion to visually link a remote product identifier also associated with that window portion with a corresponding graphic identifier associated with one of the product selection buttons.

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10. The signage retrofit kit of claim 9, wherein graphic identifiers are selected from the group of numbers, letters and images.

11. The signage retrofit kit of claim 10, wherein the holder comprises a plurality of fasteners for attaching a plurality of remote product identifiers to the holder for viewing through the window portions.

12. The signage retrofit kit of claim 11, wherein the sign further includes at least one advertising window portion separate from the other window portions through which an advertising item located on the rear side of the sign can be viewed from the front side of the sign.

13. The signage retrofit kit of claim 1, wherein the sign further includes at least one advertising window portion separate from the other window portions through which an advertising item located on the rear side of the sign can be viewed from the front side of the sign.

14. The signage retrofit kit of claim 1, wherein the window portion is a generally transparent portion of the sign.

15. The signage retrofit kit of claim 1, wherein the window portion is a cut out  
5 portion of the sign backed one at least one side of the sign by a generally transparent member attached to the sign.

16. The signage retrofit kit of claim 1, wherein the remote product identifier is positioned so as to be illuminated by existing lighting of the vending machine.

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